

Looking to Boost Lending? Start by Looking at Key Ratios

Brian Lynch featured in *Credit Union Journal* article by Ray Birch

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IRVINE, Calif. – To improve loan department efficiency, the credit union needs to examine ratios showing net income per loan and net income per loan officer.

Those metrics provide the data that allows management to make sound staffing decision and streamline loan operations, suggested Brian Lynch, president of Advantage Systems here. “You need that kind of granularity.”

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